

Gen Con is always looking for content to offer from professionals and experts in the field, Trade Day is no exception. Trade Day is designed for three specific audiences: retailers, educators, and librarians.

This document is intended to assist those interested in hosting events for Trade Day navigate the process, understand what is involved, and what to expect. *The policies herein apply to Trade Day only.*

Those hosting an event for Trade Day are considered event hosts/event organizers ("EO").

Trade Day is held the Wednesday prior to Gen Con Indy ("Convention").

1. CREDENTIALS

- First time Trade Day event hosts and those who have not hosted a Trade Day event since 2021 must submit credentials for event to be accepted into the program and to receive a complimentary badge. This applies to co-hosts as well.

Credential Criteria / Submission Process

- Include one of the following ... an image of your business card, school or library staff ID.
 - You may be asked to submit additional information.
- Submit your credentials to TradeDay@gencon.com, subject line "Credentials".
- Include the Game ID and title of the event(s) in the email.

2. EVENT SUBMISSION

General

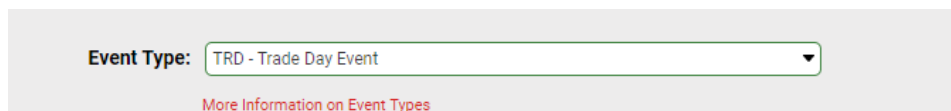
- Event submission opens in January for the current year.
- To submit an event, you must have an account in the Gen Con system.
- All submitted events will be reviewed for fit and appropriateness to the intended Trade Day audience.
- Trade Day will stop accepting late submitted events two (2) months prior to the start of the Convention.

Event Submission Form

- Information in this section is broken down by key fields within the form. Please follow the instructions to help ensure your event is as accurate as possible.
- The Event Submission Form is designed for game play so some fields are not intuitive.

Event Type

- When submitting an event(s), select "TRD – Trade Day Event" in the Event Type field on the event submission form.

A screenshot of a web form showing a dropdown menu for "Event Type". The selected option is "TRD - Trade Day Event". Below the dropdown is a link that says "More Information on Event Types".

Event Type:

[More Information on Event Types](#)

Age Requirement

- This field is intended as an event content alert vs. an eligibility to attend.
- Always select "Everyone (6+)".
- Trade Day attendees must be 18 years or older to participate in the program.

Age Requirement:

Ticketing Method

- All events for Trade Day are electronically ticketed. This will automatically change when events are reviewed.

Ticketing Method:

For 2022, events must be paper ticketed unless you have already been certified for electronic ticketing. If you have been certified, the option to select either paper or electronic ticketing methods will appear above. Email events@gencon.com if you need more information.


Preferred Date/Time

- Trade Day events are held on Wednesday only from 10 am – 5 pm.
- The form will allow you to submit an event after 5 pm. Your event start time will be adjusted during the review process if submitted with a start time of 5 pm.
- 4 pm is the last start time of an event.

Event Duration **

- Event duration can vary between 1 hour, 1.5 hours, and 2 hours.
- We don't accept events that run for .5 hour or longer than 2 hours.

Date, Time & Game Master/Event Host Information

Preferred Date and Time: : 00 

Event Duration: hours

Gamemaster(s), event hosts, panelists, and staff: Enter the email address(es) of anyone involved in the operation or production of the event at the convention, including GMs, HQ staff, panelists, performers, and similar. One email address per line and the email address must be associated with an existing account in our system – this is only to link the event to an account so they can access tools to manage and operate the event, email(s) will not be displayed publicly. You will be able to update this information at any time through your EO/GM Dashboard.

Gamemaster(s), event host ...

- Add the email address of those people hosting the event, this includes your co-host(s) (if applicable).
 - Email addresses must be associated with Gen Con accounts.

Audio Visual ("AV")

- If you **need AV, it must be indicated in the Special Requests field** of the event submission form to ensure the appropriate space is allocated.
- **Do not assume your event will automatically be placed in a room with AV.**
- There are limited rooms with AV.
- Trade Day provides a screen, projector, and one (1) microphone and house sound.
- EOs are responsible for bringing their own computer, HDMI cable (long), power strip, and extension cord.
 - If you are a Mac user, be sure to bring your Mac adapter(s).

Special Requests (AV, Power, Special Tables, etc.)

Do you have special requests? Yes ▾

Use these options to request needs limited to this specific event. If you need an HQ table, a special layout for multiple events, or anything not explicitly covered by these fields, email full details to events@gencon.com

Audio/Video Needs: Do you need Audio/Video support for your event?

Audio & Video ▾

[A/V package details and descriptions.](#)

3. BADGES

- Trade Day EOs should *not* purchase a Trade Day badge.
- A Trade Day EO receives one (1) complimentary “TRD Program” badge for hosting one (1) or more accepted events to the Trade Day program.
- A TRD Program badge allows you to register for Trade Day events. **(NEW)**
- EOs will be provided with a Trade Day Event Host ribbon to signify your participation in the program.
- EOs may request one (1) additional complimentary badge for a co-host.
 - Credentials need to be submitted for an additional requested comp badge.
- No more than two (2) complimentary badges will be provided.
- Badges will be added to individual accounts. Co-host must also have a Gen Con account and separate email associated with their account.
- If you are receiving a badge (i.e. GM or Exhibitor) from an organization/group/company but can't access it before Trade Day opens, please visit the Trade Day EO HQ table onsite for details.
- If you purchased a badge and receive a complimentary badge for Trade Day, it is your responsibility to request a refund from Gen Con's customer service, at CustomerService@gencon.com.
 - Refunds are not automatic when a complimentary badge is added to your account.
 - Refund deadline dates and rules apply.

Badge Request Process: **(NEW)**

- To receive a complimentary Trade Day badge, you must fill out the Trade Day Event Host Badge Request form.
- The form should also be used to request an additional co-host badge.
- The deadline to request your complimentary Trade Day badge is two (2) months prior to the start of the Convention.
- Your event will be noted in the GC Comments field that your badge request has been received. You will receive an automatic email when this happens; no need to take any action unless there is an issue, change, etc.
- For additional badge requests above the two (2) complimentary badges, email TradeDay@gencon.com, subject line “Badge Requests”.
 - Include the GameID and title of the event(s) in the email.
 - Credentials of the person you are requesting an additional badge for.
 - A fee may be associated with additional Trade Day Program badge requests.

Badge Pick-Up:

- Your complimentary TRD Program badge is available for pick-up at the Trade Day EO HQ table on Wednesday.
 - The Trade Day EO HQ is open on Wednesday starting at 8 am through 4 pm.
- Badges must be picked up by the *individual assigned the badge*.
 - Be prepared to show a picture ID. **(NEW)**
- Complimentary Trade Day badges will not be mailed.

Other Badge Considerations:

- If EO has another badge with greater access, the following applies:
 - VIG or VIG Companion – System Credit in the amount of a 4-day badge will be added to your account.
 - Exhibitor – An additional badge allocation will be added to the companies' allocation.
 - To request badge adjustments, please email TradeDay@gencon.com.
- If EO has another badge type, the following applies:
 - Press – This is a comp badge; no action is needed/will be taken.
 - 4-day or one-day badge – You are eligible to receive a refund for the badge amount.
 - Refunds are not automatic; EO needs to request their badge refund themselves by sending email to CustomerService@gencon.com. Be sure to mention you are a Trade Day EO.

4. LODGING

- Trade Day EOs who host one (1) or more events for Trade Day are eligible to receive access to a dedicated housing block for a self-pay room.
- EOs are asked to book one (1) room for yourself only due to supply.
- Access is not automatic, request to access the housing block is made in the Trade Day Event Host Badge Request form. (NEW)
- Additional information, after the initial housing request, will be communicated via email.
- This housing block is monitored by Gen Con, LLC to ensure compliance.

5. EVENT INFORMATION

Internet

- **Gen Con does not provide** internet in any meeting rooms.
- Please plan your presentation to be offline.
- The hotel may offer free Wi-Fi in their lobby and/or common areas.

Event Duration **

- Plan to *end your event 5 – 10 minutes* prior to the stated end time. (e.g. a 1-hour event is technically 50-55 minutes, etc.)
- This will allow enough time to clear the room so the next scheduled event can start on time.

Event Decorum (NEW)

- Professionalism is key when hosting an event. Refrain from complaining, making negative comments, discussion of non-applicable info, etc. to your event attendees. Any comments/feedback should be directed to TradeDay@gencon.com.

Electronic Ticketing

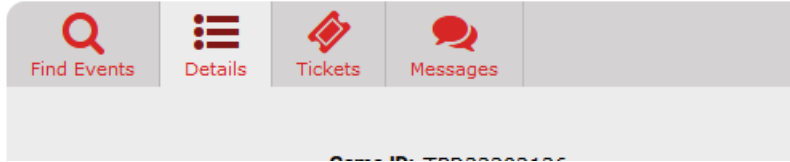
- *All Trade Day events are electronically ticketed.* This will automatically change when events are reviewed during event submission and review.
- Gen Con support staff and Trade Day volunteers will be scanning the badges of attendees to your event either as they walk in and/or prior to the start of your event. Please allow this service to take place.
- A Trade Day email will be added to the "Gamemaster" field of your event as we get closer to the show so we can scan tickets on your behalf. You will receive an automatic email regarding the update; no need to take any action.

Event Messaging Tool

- This tool allows the EO to communicate directly with your attendees.
- Only the EO and those registered for your event will be able to access this tool.
- The tool will be available three (3) weeks before the start of the Convention.
- Access is from the event details page. Look for the "message" button/link in the navigation ribbon at the top of your events details page.

- Messaging works like a forum post/thread.
 - Posts made by you will send an email notification to your attendees/ticket holders.
 - Messaging from your attendees will post in the thread, be sure to monitor the tool periodically.
 - If you included a “message to registered players” in your event submission, this will be pinned as the first post in the Event Messaging Tool for that event.

🕒 Wednesday, 10:00 AM EDT for 1 hr 📍 JW : 308



Photography

- A Gen Con photographer may drop by events at Trade Day to capture some pictures. Every attempt will be made to notify EOs in advance of this potentiality.
- Pictures taken during your event(s) will be used for future marketing of the Trade Day program.